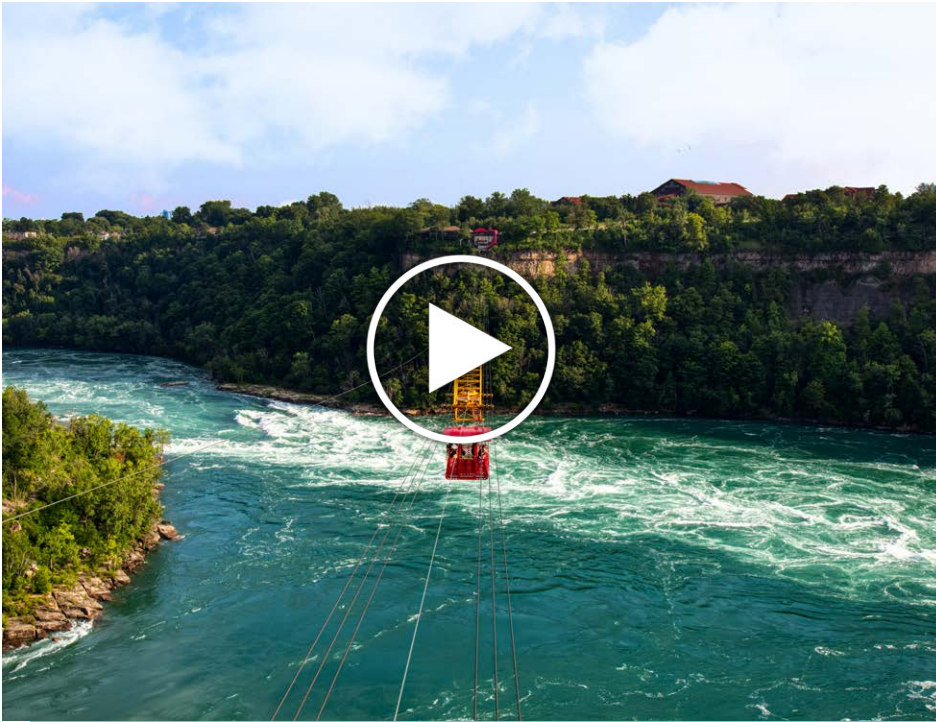




2026 VISITOR EXPERIENCES

MEDIA KIT



WELCOME TO NIAGARA PARKS

Immerse yourself in the natural beauty of Niagara by exploring the 56 kilometre Niagara River corridor at Niagara Parks.

Hear the roar of the Falls up close, feel the mist rising from the river, soar above swirling whirlpool rapids and explore a century-old power station before traveling underground and emerging at the river's edge.

**Your next adventure begins at
Niagara Parks.**

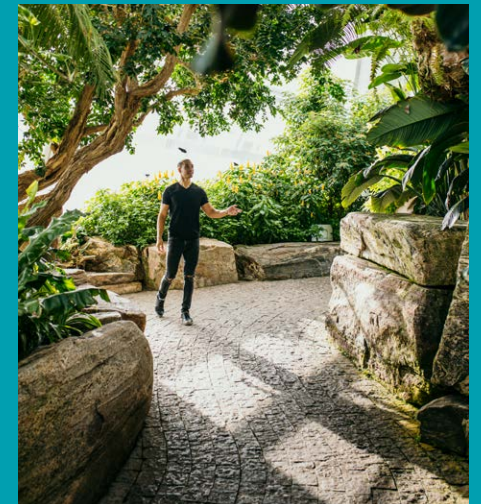
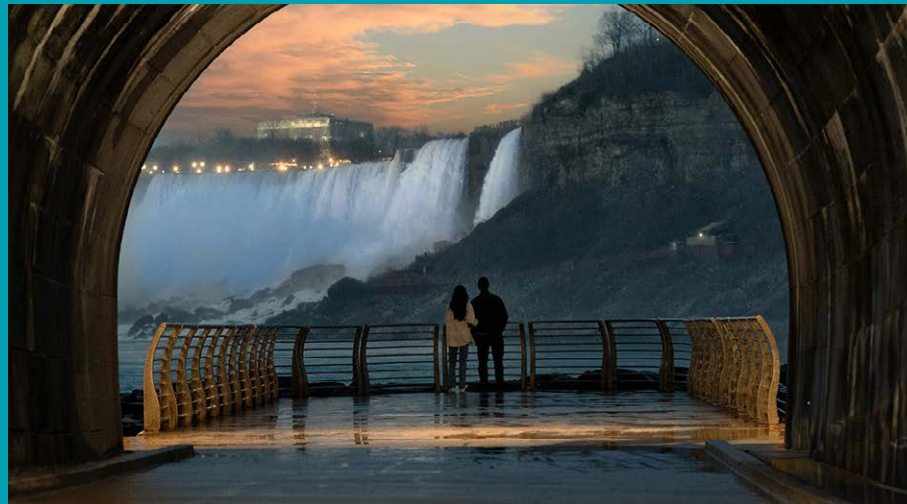


TABLE ROCK CENTRE

For nearly as long as Niagara Falls has been a global travel destination, *Table Rock Centre* has been at the heart of the traveller's experience. This iconic building recently underwent a spectacular three-phase redevelopment project, modernizing its amenities, including new dining and shopping experiences.

Perched atop the Canadian Horseshoe Falls, *Table Rock Centre* offers access to top attractions like *Journey Behind the Falls* along with unforgettable culinary offerings right next to the Falls.

Browse the *Table Rock Centre* Media Library:

MEDIA LIBRARY





JOURNEY BEHIND THE FALLS

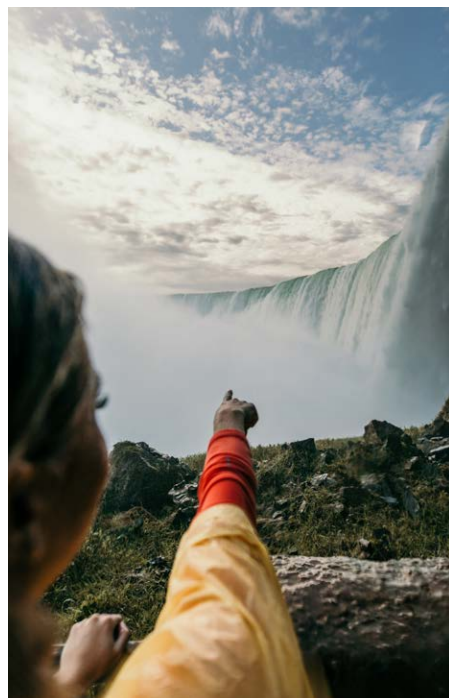
To stand at the center of it all, you'll first need to descend 125 feet and explore 130-year-old tunnels carved through bedrock. But you'll feel the thunderous vibration of the Horseshoe Falls long before you see them.

The observation deck at the foot of this 13-storey-tall wonder will leave you breathless (and maybe a little bit wet), but don't forget to check out the viewing portals cut straight through the rock, they offer a once-in-a-lifetime view of one-fifth of the world's fresh water crashing down before your eyes.

Browse the *Journey Behind The Falls* media library and website:

MEDIA LIBRARY

WEBSITE



DAYTIME AT NIAGARA PARKS POWER STATION

The newly enhanced daytime visitor experience at the *Niagara Parks Power Station + Tunnel* brings history to life in an electrifying way!

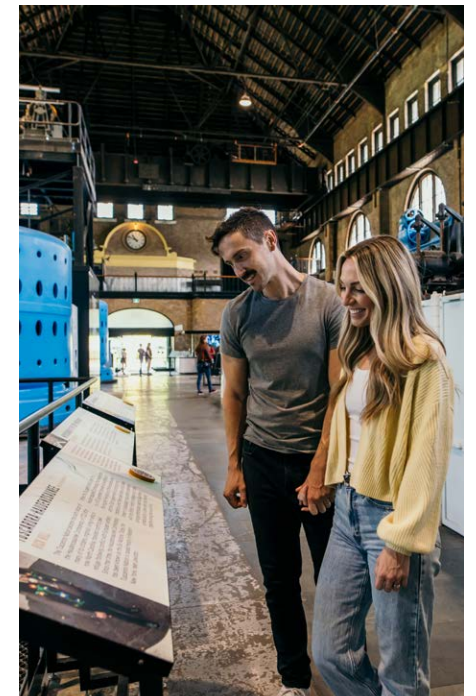
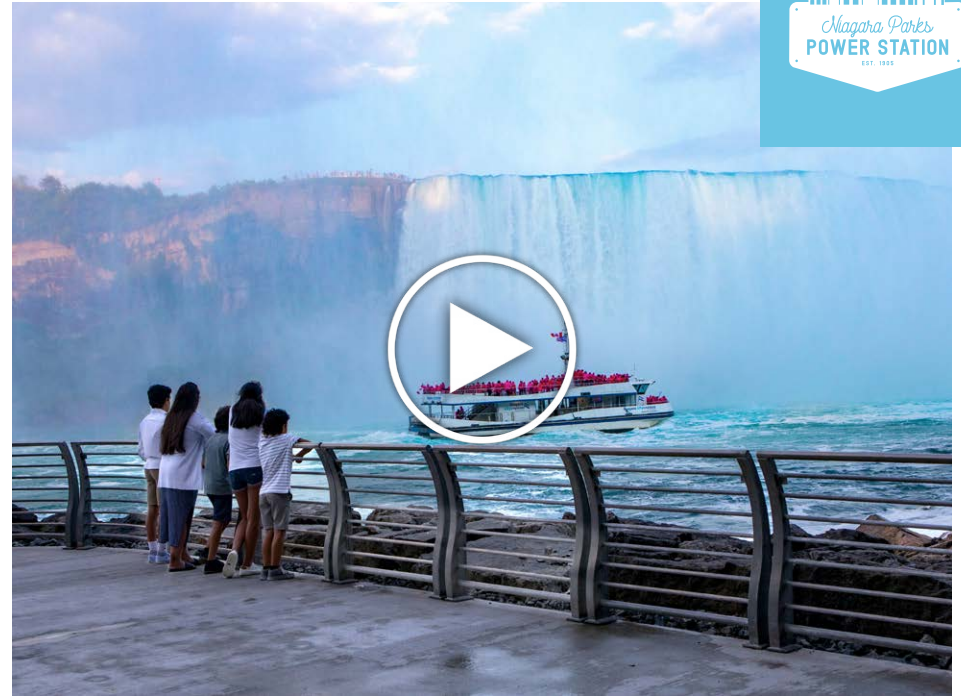
Dive deeper into Niagara's incredible story of power with a multi-lingual audio tour experience, included with general admission for all guests. Travel back in time to the heart of hydroelectric innovation to journey through the evolution of the power station with captivating audio stories.

Then, feel the electric charge of Nikola Tesla's groundbreaking work with a larger-than-life, working Tesla coil! Watch as it sparks across the sky, providing guests with an unforgettable spectacle of crackling electricity.

Browse the *Niagara Parks Power Station* media library and website:

MEDIA LIBRARY

WEBSITE





NIAGARA PARKS POWER STATION AT NIGHT

Get unprecedented access to the iconic *Niagara Parks Power Station + Tunnel* after dark with an all-new nighttime experience.

See Niagara's cathedral of power from a new perspective as you wander through the beautifully lit main generator hall. Enjoy greater flexibility and value with an updated schedule and an expanded visitor experience at *Currents*, the mesmerizing sound and light evening show set inside *the Power Station*.

During your nighttime visit, *Currents* runs continuously in the generator hall, immersing you in a spectacular fusion of state-of-the-art LED lighting and the historic architecture of this industrial landmark. Combined with views of the illuminated Falls, it's an unforgettable journey through light, sound and power.

Browse the *Niagara Parks Power Station* media library and website:

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WEBSITE



NIAGARA TAKES FLIGHT

You may have been here before, but you've never seen Niagara like this.

This new world-class attraction, Niagara Takes Flight opened August 29, 2025 at the brink of Niagara Falls. This must-see attraction features a fully immersive, flying theatre ride takes you soaring along the entire Niagara River corridor, from Lake Ontario to Lake Erie, showcasing views like never before!

Filmed over the span of six months using custom-built drones, Niagara Takes Flight allows guests to experience the exhilarating sights of Niagara from a perspective they simply could not enjoy any other way. With guests suspended in gondola-style seating, the ride simulates flight through state-of-the-art motion programming, sensory effects like wind, mist and even scent, and a spectacular 17-metre-wide dome screen which stretches below their dangling feet. This attraction seamlessly transport guests along the Niagara River corridor with exhilarating stops spanning all-four seasons and transitioning the scenery from day to night.

Before your feet leave the ground, you'll have the opportunity to explore 13,000 years of history through a captivating, media-rich pre-show. This audiovisual experience sets the stage with powerful storytelling that blends geology, culture and time.

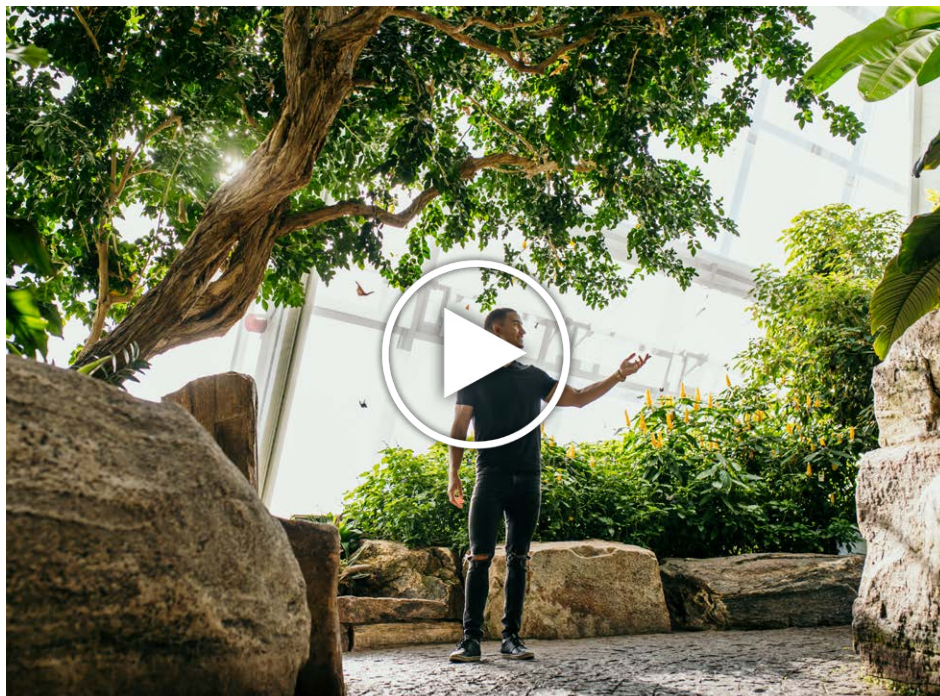
Prepare for take-off and be one of the first to fly..

Browse the *Niagara Takes Flight: A Soaring Adventure* media library and website:

[MEDIA LIBRARY](#)

[WEBSITE](#)





BUTTERFLY CONSERVATORY

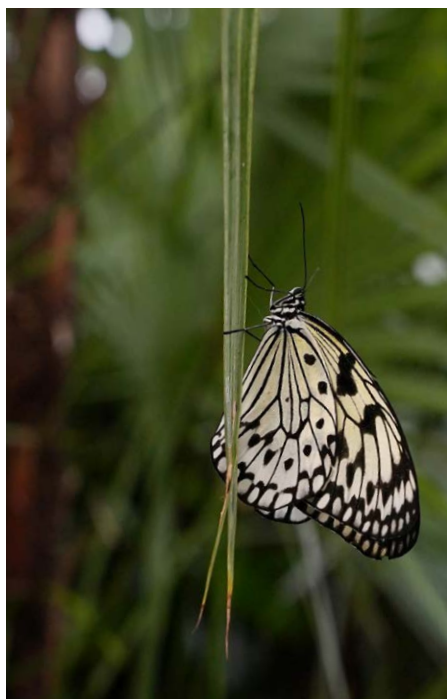
Step inside one of the largest glass-enclosed butterfly conservatories in North America and discover a tropical garden oasis. The *Niagara Parks Butterfly Conservatory* is home to over 2,000 vibrantly coloured butterflies, who flutter freely along winding pathways surrounded by lush vegetation and trickling waterfalls.

Stroll through 180 metres of meandering paths lined with towering tropical plants and gorgeous blooms. Along the way, you'll find feeding trays for an up-close look at these delicate creatures, the specially selected flowers that attract them and a picturesque waterfall that helps recreate the magic of the rainforest here in Niagara.

[Browse the *Butterfly Conservatory* media library and website:](#)

[MEDIA LIBRARY](#)

[WEBSITE](#)





WHIRLPOOL AERO CAR (SEASONAL)

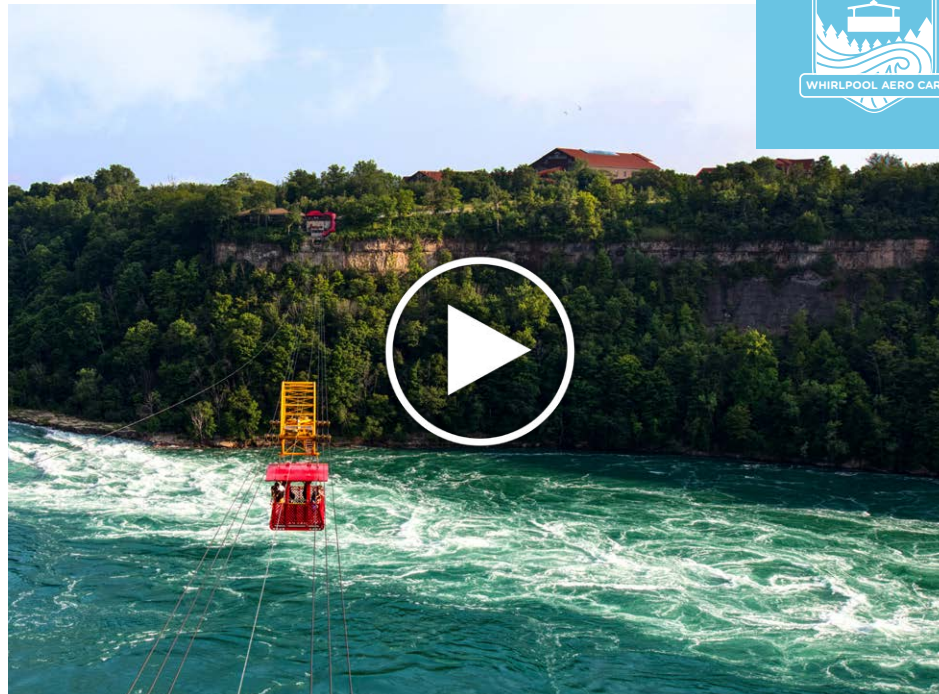
Hop on the historic *Whirlpool Aero Car* for an unforgettable ride over the vibrant, teal-coloured waters of the Niagara River.

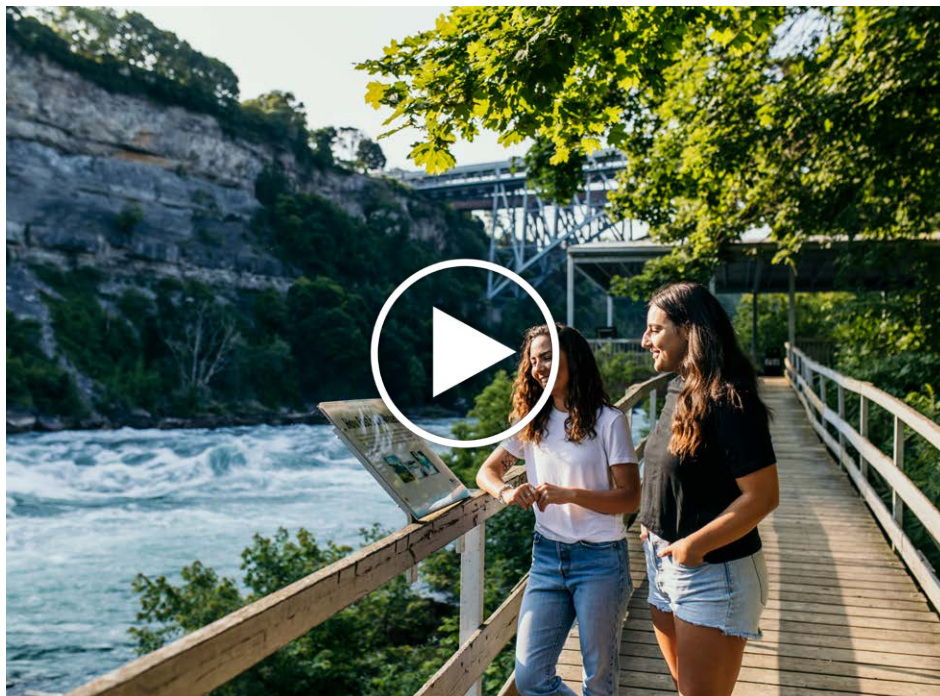
Built in 1916, this visitor favourite lets you soar 3,500 feet across the Niagara Gorge and take in spectacular views of the swirling Niagara Whirlpool and the river's powerful Class 6 rapids.

Browse the *Whirlpool Aero Car* media library and website:

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WHITE WATER WALK (SEASONAL)

Feel the thrill of standing at the river's edge!

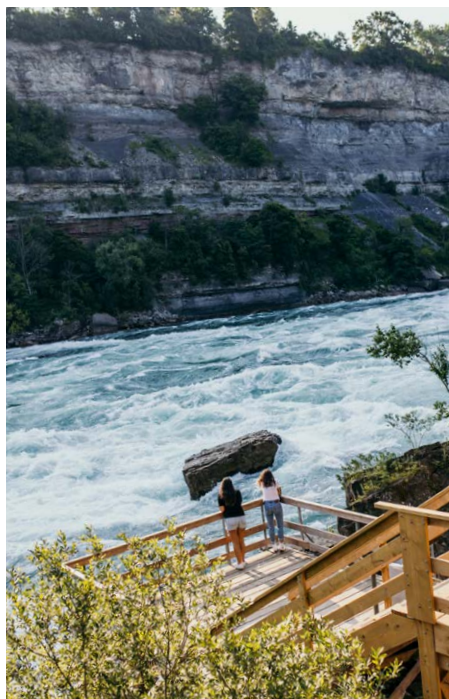
White Water Walk offers a first-hand lesson in the raw power and peril of the Niagara River's Class 6 whitewater rapids, some of the wildest in North America. The roar of the river provides a deceptively tranquil tone as you stroll along a quarter-mile boardwalk, with viewing platforms that bring you incredibly close to the action.

This self-guided experience also shares fascinating stories about the geology of the Niagara Gorge, as well as the plant and animal life you may encounter during your visit to Niagara Parks.

Browse the *White Water Walk* media library and website:

MEDIA LIBRARY

WEBSITE



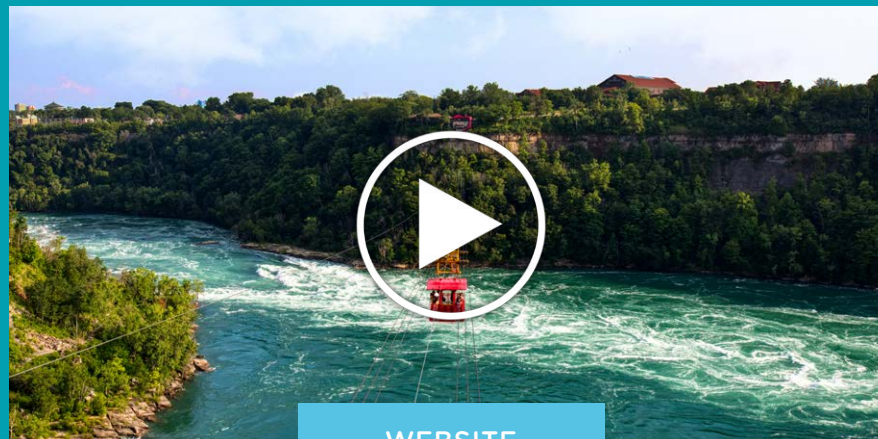
BUNDLED ATTRACTION PACKAGES

With three different bundled attraction packages to choose from, there's something for every trip! Whether you're short on time or planning a full week of adventure, Niagara Falls Passes ensure your group will have an unforgettable time.



Don't forget to pre-book!

Be sure to pre-book your group in order to qualify for special Tour & Travel rates across Niagara Parks attractions. Groups without a pre-booked reservation will receive retail rates.



WEBSITE

TABLE ROCK HOUSE RESTAURANT

Table Rock House Restaurant really is the closest you can dine to the Canadian Horseshoe Falls. Perched right on the brink, enjoy a locally sourced, internationally inspired menu with the breathtaking Niagara Falls as your backdrop.

Executive Chef Tim Dunnill brings over 25 years of culinary expertise to Niagara Parks. Renowned across Ontario for blending local ingredients with global flavours, Tim has led top-tier culinary teams at the Air Canada Centre, the Old Mill, the Intercontinental Hotel and more. He has built menus in Muskoka resorts and award-winning restaurants, earning accolades such as Best Brunch (Toronto Life) and multiple Diner's Choice Awards. Passionate about mentoring aspiring chefs, Tim values creativity, seasonal sourcing and enjoys exploring new dining and wine experiences across the region.

Browse the *Table Rock House Restaurant* media library and website:

[MEDIA LIBRARY](#)

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QUEEN VICTORIA PLACE RESTAURANT

(SEASONAL)

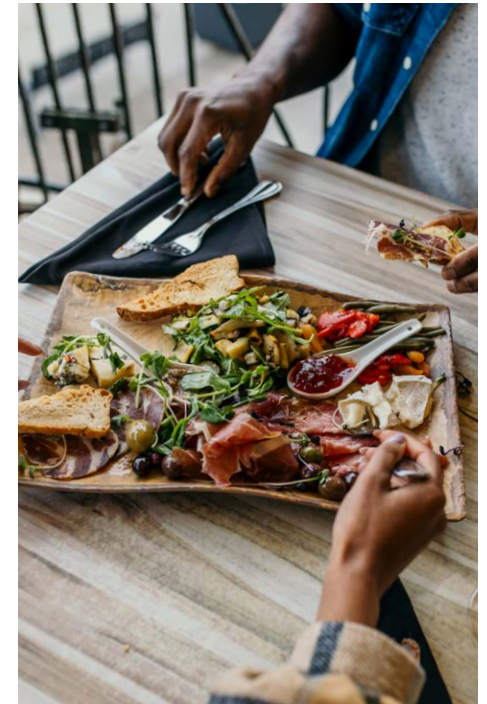
Queen Victoria Place Restaurant pairs the best flavours of the region with spectacular panoramic views of Niagara Falls.

Dine on the expansive covered terrace overlooking both the American and Horseshoe Falls as you indulge in Chef Matt Hemmingsen's mouthwatering creations. Enjoy a locally sourced menu, complemented by a diverse selection of Niagara VQA wines and craft beers.

Browse the *Queen Victoria Place Restaurant* media library and website:

[MEDIA LIBRARY](#)

[WEBSITE](#)





QUEENSTON HEIGHTS RESTAURANT

The elegant *Queenston Heights Restaurant* is nestled in the scenic Queenston Heights Park, just ten minutes north of the Falls at the edge of the Niagara Escarpment. Savour the masterful dishes of Chef Bill Greenan in a sophisticated setting, featuring one-of-a-kind views of the winding Niagara River from the restaurant's elegant dining room, banquet room or open-air covered terrace. Available for groups only

Browse the *Queenston Heights Restaurant* media library and website:

MEDIA LIBRARY

WEBSITE



TABLE ROCK MARKET

Looking for a quick meal? Find delicious and convenient culinary delights just steps from the Horseshoe Falls at the *Table Rock Market*, located inside *Table Rock Centre*. Take a break from exploring Niagara Parks to rest your feet and fill your belly in this contemporary market area.

Choose from café and deli favourites, trusted comfort foods, fresh sushi and much more. *Table Rock Market* offers something for everyone!

Browse the *Table Rock Market* media library and website:

[MEDIA LIBRARY](#)

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TABLE ROCK
MARKET





GARDEN CAFÉ

(SEASONAL)

Refuel and refresh at the *Garden Café* inside the Botanical Gardens! The newly renovated, quick-serve café features fresh and natural creations ready-to-order from its extensive menu. Whether you're sitting on the patio or basking in the spectacular collection of energizing plants located inside the café, you're sure to feel reconnected and refreshed after a visit.

Ready for more? Take a stroll through the *Botanical Gardens* or visit the tropical *Butterfly Conservatory*, both located just steps apart!

Browse the *Garden Café* media library and website:

[MEDIA LIBRARY](#)

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QUEEN VICTORIA PLACE CAFÉ

Looking for a to-go snack? Stop at *Queen Victoria Place Café*, located at the bottom of Murray Street, directly across from the American Falls!

The café offers delicious, fresh meals any time of day, along with mouthwatering desserts and convenient takeaway options, perfect for recharging as you walk the Niagara Parkway or relax on the outdoor patio.

Browse the *Queen Victoria Place Café* media library and website:

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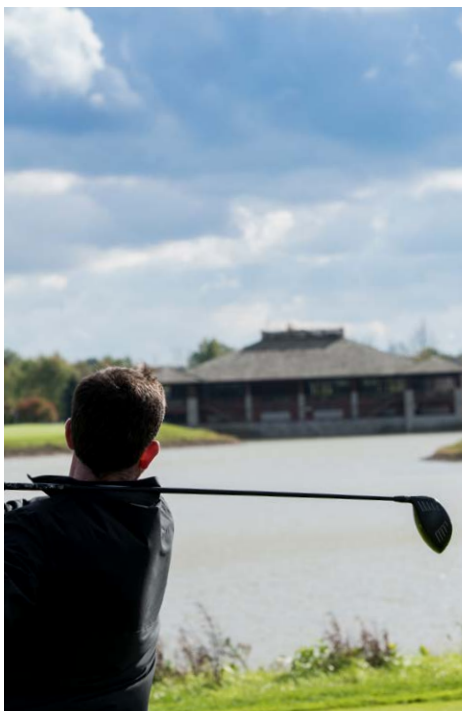
NIAGARA PARKS GOLF

Niagara Parks is home to some of Canada's top golf courses: *Legends on the Niagara*—which includes the *Battlefield Course*, *Ussher's Creek Course*, and a nine-hole short course—and *Whirlpool Golf Course*. It also features the *TaylorMade Niagara Performance Centre* and the *Legends Academy*, offering golfers of all levels world-class training and facilities.

Browse the *Niagara Parks Golf* media library and website:

[MEDIA LIBRARY](#)

[WEBSITE](#)



LEGENDS ON THE NIAGARA

The *Legends on the Niagara* facility is Canada's premier public golf destination. The grounds feature two championship courses, a par-3 executive course, a 360° driving range spread over 45 acres, a world-class training facility and a spectacular clubhouse restaurant.

Battlefield: Located on the north side, the imposing *Battlefield* course was designed by golf architect Douglas Carrick. It offers unique challenges suitable for all skill-levels.

Ussher's Creek: One of golf architect Thomas McBroom's finest masterpieces, this challenging and breathtaking course features heavily wooded tree lines, wetland hazards, knee-high fescue rough, and impeccable conditioning from tee to green. These elements combine to make Ussher's Creek a classic parkland course.

Chippawa Executive Course: The Chippawa executive course perfectly complements the larger Battlefield and Ussher's Creek courses. Each hole presents a new challenge. You'll have trouble making par if you miss the green from the tee.

Browse the *Legends on the Niagara* media library and website:

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TAYLORMADE PERFORMANCE CENTRE

The *TaylorMade Niagara Performance Centre* at *Legends Golf Academy* offers a full-scale club fitting experience unlike any other on the market. Work one-on-one with a *TaylorMade* Master Fitter to identify your optimal equipment using cutting-edge technology and discover an expansive selection of *TaylorMade* stock and custom clubs.

Whether you need a specific club fitting or a comprehensive full-bag fitting analysis, the *TaylorMade Niagara Performance Centre* will take your game to the next level.

Browse the *TaylorMade Performance Centre* media library and website:

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WHIRLPOOL GOLF COURSE

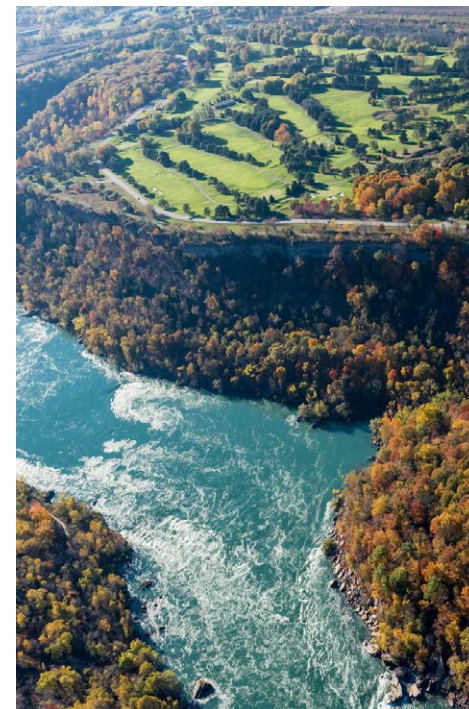
Whirlpool Golf Course is one of Canada's most highly rated and renowned public courses. Opened in 1951, Whirlpool was the final course completed by the legendary architect Stanley Thompson. This classic parkland course runs alongside the Niagara River Gorge offering a wonderful variety of holes and ample birdie opportunities, making it a hallmark of Thompson's best works.

After your round, enjoy pub-style cuisine paired with a glass of Niagara VQA wine or a pint of Ontario craft beer at the *Whirlpool Pub + Lounge*.

Browse the *Whirlpool Golf Course* media library and website:

[MEDIA LIBRARY](#)

[WEBSITE](#)





NATURE + GARDENS

Escape to our sprawling parkland, manicured gardens, or peaceful *Butterfly Conservatory* with Niagara Parks Nature and Gardens. Discover world-famous rose collections, spectacular flowering trees and shrubs, and annual baskets in full bloom.

Explore historic *Queen Victoria Park* and the *Niagara Parks Botanical Gardens*, meet our naturalists for a hike through the *Niagara Glen*, travel along our winding trails, or cycle along the *Niagara River Recreation Trail*.

Browse the *Nature + Gardens* media library and website:

MEDIA LIBRARY

WEBSITE



HERITAGE SITES

(SEASONAL)

Step back in time with *Niagara Parks Heritage*.

Learn more about Indigenous history, the blazing battles of the War of 1812, our role as a last stop on the Underground Railroad, and so much more at each of our heritage sites on the Niagara Parkway.

Explore iconic *Niagara Parks Heritage* sites including:

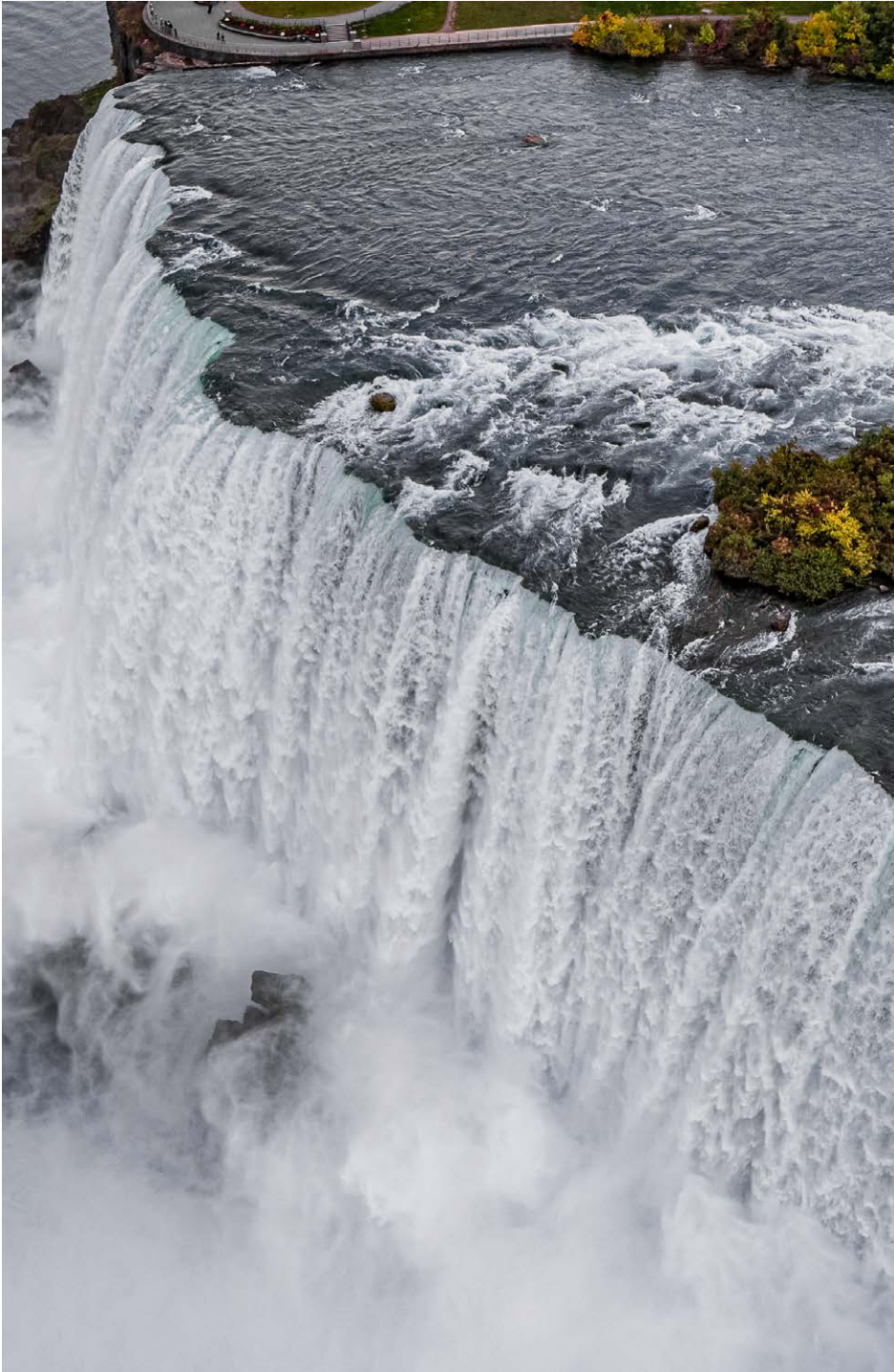
- *Old Fort Erie*
- *Laura Secord Homestead*
- *McFarland House*
- *Mackenzie Printery*
- *Landscape of Nations*

Browse the *Niagara Parks Heritage Sites* media library and website:

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Photo + Video Assets

A comprehensive digital asset library, including
design renderings, is accessible here:

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